

# UNDERSTANDING THE NUTS AND BOLTS OF QUALITATIVE RESEARCH

**TWO-DAY WORKSHOP**

March 11th & 12th , 2023  
10:00am – 6:00pm

## OBJECTIVE

The primary objective of this workshop is to introduce the participants to qualitative research methodology. It aims to introduce participants to a variety of qualitative research approaches, their underlying premises, an understanding to effectively use these approaches in their own research and prepare them to evaluate research done by others.

## WHO SHOULD ATTEND

- Academicians
- Corporate members
- MPhil/MS and PhD students
- Independent learners & Research Scholars

Researchers from diverse backgrounds are encouraged to apply.

## LEARNING OUTCOMES

After attending this workshop, participants will be able to understand:



Various approaches to qualitative research



Ethical issues involved in qualitative research



Qualitative data collection and analysis techniques



Various choices that researchers have to make in qualitative research design and would be able to make appropriate choices in their own research design.

## DISCOUNTS

- 10% Discount for 2 or more than 2 participants
- 15% Discount for 5 or more than 5 participants
- 20% early bird discount will be offered for registering before February 28th, 2023

## PROGRAM FEE

**Program Fee: PKR 5,000** + 5% SST

Fees include certificates, course material, lunch & refreshments, group photographs, and business networking.

**Deadline for fee payment: March 8, 2023.**

\*All charges are exclusive of SST.

\*Accommodation can also be provided with add-on charges.

\*Special group discounts and scholarships available as per the need.

## TERMS OF PAYMENT

- Payment is due upon receipt of the acceptance of participants to the program along with the invoice. Please ensure that the payment is made before the commencement of the program because seats in the class will only be reserved once the fee is received.
- Payment can be made via cheque/bank draft payable to the "Institute of Business Administration, Karachi" at the following address: Center for Executive Education (CEE) IBA, City Campus, Garden/Kayani Shaheed Road, Karachi
  - For online payments via Bank Transfer:

### Bank Details

Account Title	IBA Karachi
A/c Number	9911-0101960067
Bank Name	Meezan Bank Limited
Branch	Jubilee Market Branch
Br. Code	9911
Currency	PKR
SWIFT Code	MEZNPKKA

- Substitute nominations will be accepted at least 5 days prior to the program. The substitute will also have to complete the same registration process, as the original nominee.
- Cancellation notification must be made in writing by email at [ceeinfo@iba.edu.pk](mailto:ceeinfo@iba.edu.pk) & [oric@iba.edu.pk](mailto:oric@iba.edu.pk).
- Should we be unable to accept your application for any reason, your payment (cheque/draft) will be returned to you. In case of refunds of online payments, bank charges will be deducted.

To confirm your presence, please register at:

<https://forms.gle/WNUGGcq4kvBFESaaA>

## TRAINERS



**Dr. Mohammad Ayaz**

Assistant Professor, Department of  
Management, School of Business Studies (SBS)



**Dr. Ashar Saleem**

Assistant Professor & Program Director,  
Department of Management, School of  
Business Studies (SBS)



**Dr. Shoaib Ul Haq**

Assistant Professor & Visiting Faculty,  
Department of Management, School of  
Business Studies (SBS)

## DATES

Understanding the Nuts and  
Bolts of Qualitative Research is  
a two day workshop.

Dated: **Saturday, March 11th**  
& **Sunday, March 12th, 2023**

*The workshop enables  
participants to develop a  
sound appreciation of  
the research process and  
understand what  
constitutes "good"  
research so that you can  
constructively critique  
and make use of  
research done by others.*

## FOCAL PERSONS

For queries regarding payment process and venue, please contact:

Mr. Asher Siddiqui – (Email: [masiddiqui@iba.edu.pk](mailto:masiddiqui@iba.edu.pk))

Landline: +92-21-38104701 Ext. 1813

Mobile: +92-333-2174659

For queries regarding workshop and eligibility, please contact:

Ms. Arsia Jabeen – (Email: [ajabeen@iba.edu.pk](mailto:ajabeen@iba.edu.pk))

Landline: +92-21-38104700 Ext. 2431



# WORKSHOP RUNDOWN

## BREAKFAST

**9:30 – 10:00 AM**

DAY 01  
SATURDAY, MARCH 11, 2023  
TIME: 10:00AM – 6:00PM

DAY 02  
SUNDAY, MARCH 12, 2023  
TIME: 10:00AM – 6:00PM

## LUNCH & PRAYER BREAK

**1:00 PM – 1:45 PM**

10:00 AM - 11:00 AM

**Introduction: Why Qualitative  
Research**  
Dr. Muhammad Ayaz

11:00 AM – 1:00 PM

**Variety of Qualitative Inquiry  
Frameworks: Paradigmatic,  
Philosophical, and Theoretical  
Orientations**  
Dr. Ashar Saleem

10:00 AM- 12:00 PM

**Data Collection Methods:  
interviewing, participant  
observation, focus groups**  
Dr. Ashar Saleem

12:00 PM – 2:00 PM

**Data Recoding and Analysis**  
Dr. Muhammad Ayaz

## LUNCH & PRAYER BREAK

**2:00 PM – 3:00 PM**

3:00 PM – 5:00 PM

**Theorizing from Qualitative  
Data**  
Dr. Shoaib ul Haq

5:00 PM – 6:00 PM

**Ethics in Business Research**  
Dr. Muhammad Ayaz

## STRETCH BREAK

**3:45 PM – 4:00 PM**

1:45 PM – 3:45 PM

**Reviewing Literature and  
Formulating Research  
Questions**  
Dr. Muhammad Ayaz

4:00 PM – 6:00 PM

**Designing Qualitative Research**  
Dr. Muhammad Ayaz

## NETWORKING WITH TEA & REFRESHMENTS

**6:00 PM – 6:30 PM**